

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION
JULY 2003 COMMISSION MEETING**

SACRAMENTO, CA

July 22, 2003

HIGHLIGHTS

- **Call to Order – Item 1**

Chairman Reiner called the meeting to order at 9:20 a.m. The following Commissioners were in attendance: Alice Walker Duff, Sandra Gutierrez, Elizabeth Rice Grossman, Lou Vismara, Chairman Rob Reiner, and Ex Officio Commissioner Genie Chough.

- **Approval of Minutes – March 20, 2003 – Item 3**

The minutes for the June 19, 2003 Commission meeting were approved.

- **Chairman's Report**

No report provided.

- **Appointment of Commission Vice Chair**

Commissioner Sandra Gutierrez nominated Commissioner Alice Walker Duff as Vice Chair of the Commission. Chairman Reiner seconded the nomination and the Commission voted unanimously to appoint Commissioner Duff as the Commission's Vice Chair.

Former Commissioner Kim Belshé had served as the Commission's Vice Chair, leaving that position un-filled upon her departure this month. (Governor Davis has appointed Mr. Eliseo Medina, who is the Western Region Vice President of SEIU to replace Ms. Belshé. Mr. Medina was unable to attend this month's meeting due to previous commitments.)

- **Preschool for All Demonstration Projects**

- The First 5 California Children and Families Commission allocated \$100 million over the next 5 to 7 years to fund Preschool for All Demonstration Projects.
- The Commission recognized that the planning and implementation of the Preschool for All Demonstration Project is a dynamic process that will be coordinated with those working to expand preschool opportunities and providing leadership across California

- Programs will emphasize the highest standards and a commitment to meeting the needs of all Californian's diverse population of children, including those with special needs and disabilities. A reasonable allocation of resources shall be made to serve children with disabilities and other special needs.
- Before funds are allocated, the Commission will approve the principles guiding the allocation of funds and specific recommendations for such allocations.
- While allowing for local flexibility in implementation, all local commissions participating in the demonstration program will agree to implementation models that support building a statewide system of Preschool for All.

- **Executive Director's Report**

Jane Henderson, Executive Director, First 5 California, provided a brief report on various issues/activities that Commission staff has been involved with:

- **Equity Principles Implementation Plan**

- The draft Implementation Plan for the Equity Principles was discussed at the June Commission meeting. At the Commission's request, staff has had some additional conversations with Co-Chairs of the Advisory Committee on Diversity, Commissioner Sandra Gutierrez and Commissioner Lou Vismara, as well as with the county commission representatives on the Advisory Committee.
- These conversations have been helpful to staff in determining the steps that they still need to take before presenting a proposed Implementation Plan for Commission consideration.
- In the Strategic Plan there is a set-aside of \$1.5 million in funding for the Implementation Plan of the Equity Principles. The expenditure is not being formally approved today; this is a placeholder pending action on a fully developed proposal. Staff, along with county commission representatives, will be going through a more detailed process to set goals for the Equity Principles Implementation Plan.

- **AB 56 Stakeholders**

- AB 56, the bill to implement the Master Plan for Education's recommendation for Preschool for All on a statewide basis, continues to involve us.
- The first meeting of a recently appointed Stakeholders Group was last week and broad support was expressed for the Preschool for All Program.
- Two Commissioners are participating on the Stakeholders Group: Commissioner Sandra Gutierrez and Commissioner Alice Walker Duff. In addition, there are about 15-20 other individuals representing early care and education providers and advocates, education, school administrators, teachers, parents, higher education, and others.
- The joint authors of AB 56 attended and spoke at the meeting: Senator Dede Alpert, Assemblymembers Darrell Steinberg, Wilma Chan, Carol Liu, and Lynn Daucher. To have five members of the Legislature (both Democrats and Republicans) committing their support for this and putting effort into this sends a strong signal to California that the time has come for universal preschool.

- The Stakeholders will be working in four major areas:
 - Program Standards
 - Administration
 - Workforce Development
 - Facilities, Finance and Phase-in
 - The group is being led by the legislators and their staff. The meetings will be every 4-6 weeks. Dr. Henderson and Patti Huston will be very involved and will keep the Commission apprised of developments.
 - AB 56 will not move to the Senate until next year. That leaves the remainder of this year and most of next year to develop the details of the program using the Stakeholders Group. The bill will need to be approved by the Legislature and be forwarded to the Governor by August of 2004.
 - This will be a very inclusive and collaborative process to unfold.
- **Matching Funds for Retention Incentives for Early Care and Education Staff**

Dr. Henderson provided an update on Round 3, Fiscal Years 2003/04 – 2004/05 for the Matching Funds for Retention Incentives Program:

- 46 applications will have been received to date, including seven from new counties.
 - Retention incentive programs are being linked with School Readiness Initiative programs. In San Francisco, for example, 94% of stipends have been distributed to staff in priority zones.
 - Programs are also providing support services. All programs are providing technical assistance to potential applicants and services and materials in a variety of languages. Most provide forums, workshops, meetings, trainings, and unit based classes as well as bilingual advising and academic counseling services. Some are providing access to tuition and book reimbursement, child care, transportation, and links to needed supports, services and assistance.
 - Creative ways to reduce barriers to program participation include accessible classes, offering unit bearing classes, supporting non-English speaking participants and English language learners, child development permit issues, general education and adult school.
- **Oral Health Update**
 - On July 11th, the California Managed Risk Medical Insurance Board (MRMIB) received over 50 proposals for the Insurance-based Demonstration Project. These proposals are currently under review, so we do not have any additional information to share with you at this time. MRMIB is very pleased with this overwhelming response from the Healthy Families Program plans to better addressing early childhood oral health services. It is anticipated that funding recommendations will be made by the end of August. We will share this information with Commissions as soon as we receive this information.
 - As for the other major component of the Oral Health Initiative, First 5 released the Request for Proposals (RFP) for the Early Childhood Oral Health Education and Training Project (\$7 million/4 years) on July 11th. This Project has two major components:
 - 1.) Provider Education and Training Program targeted to medical and dental provider communities.

- 2.) Consumer Oral Health Education Program targeted to expectant parents, parents, and other caregivers about transmission of dental caries and other preventive measures.
 - This RFP is available on the CCFC website. The Commission will receive the proposals in October with a program start date of January 1, 2004.

- **First 5 Association of California Report**

Mark Friedman, President of the First 5 Association of California and Executive Director of First 5 Alameda County, provided a brief update of activities in which the Association is involved:

- The California Children and Families Association has officially changed its name to “First 5 Association of California.”
- Twenty-four county commissions recently participated in a working session with the Packard Foundation on health access, at which their various health initiatives were shared.
- A panel on child welfare services was convened at the Association’s July meeting. It was noted that most of the children in foster care in California enter during their early (0-5) years. The foster care system has no provisions to take care of these children’s early developmental needs. Many county commissions fund “family resource centers” that could play a role. The state is in the process of redesigning its child welfare system.
- The Association has been working “every step of the way” with the State Commission on Preschool for All and Health Care Access. The Packard Foundation has given the Association a planning grant on Preschool for All to build political will for the program. Many county commissions will not formally participate in Preschool for All because of funding restrictions, but all counties have different contributions to make and can be a part of it in many ways (for example, workforce development, infrastructure building, facilities, working with school districts on school readiness).
- The Association’s staff development summit will take place in August. This gathering of county commissions presents an opportunity for local commissions to learn from one another.

Commissioners asked several follow-up questions about these issues, and about the status of county commissions’ work with the Equity Principles. County commissions want no mandate from the State Commission, but would like to see the Equity Principles integrated into everything the State does in partnership with county commissions. It was recommended that the State Commission build upon the related work already done in counties. State and county commission representatives met recently and have further discussions planned to continue the implementation process for the Equity Principles.

- **Advisory Committee on Diversity**

The Commission appointed Steve Thaxton, Executive Director of the El Dorado County First 5 Commission to serve on the Advisory Committee on Diversity. Mr. Thaxton has experience as a preschool teacher, has developed teacher training programs and inclusion programs for children with disabilities and other special needs, and teaches early childhood development courses at the community college level. He replaces Rafael Lopez from Santa Cruz County First 5 Commission, as one of the three county commission representatives on the Advisory Committee.

Rafael Lopez was thanked by the Commission for his participation on the Advisory Committee on Diversity, from which he has recently resigned.

The Commission directed staff to review the entire membership of the Advisory Committee on Diversity and bring recommendations about the composition and participation of current members to the Commission for review.

- **First 5 Strategic Plan**

The Commission unanimously approved the First 5 California Strategic Plan for Fiscal Years 2003/04 through 2005/06. The Strategic Plan provides details on First 5 goals, objectives, investments, initiatives, projects, timelines and tasks. Taken as a whole it provides a road map for the operations of the Commission for the next three fiscal years. The plan will be posted on the First 5 website.

- **Media and Public Relations Requests for Proposals – Postponed**

This item was postponed and will be scheduled on a future Commission agenda.

- **Access to Health Care**

The Commission had directed staff at the June meeting as follows:

- 1.) Make recommendations on how the First 5 spending plan could be revised to fund universal health care coverage for all children 0-5.
- 2.) Seek partnership/commitments with foundations and others interested in pursuing this initiative.

At the July 22 meeting, options were again presented for increasing coverage and enrolling/sustaining enrollment. It is projected that \$46.5 million would be needed over 4-5 years to finance universal health coverage. Staff specified that those funds could be transferred from the Kit for New Parents and other current allocations and funds. In addition, First 5 funding could be leveraged with county commission funding already invested to achieve universal coverage, and from foundations that share this commitment to universal coverage and that have funded innovative projects already—many in partnership with local commissions. Foundations that are currently investing or committed to do so are:

- The California Endowment
- The David and Lucile Packard Foundation
- The California Health Care Foundation
- The Wellness Foundation

The need for First 5 California involvement is based on the importance of:

- providing an incentive for county commissions
- ensuring consistency to universal coverage statewide
- leveraging both state and private partners' expertise and resources

Funding in the amount of \$46.5 million over 4-5 years has been set aside in the First 5 Strategic Plan spending plan, pending action on Health Care Access in October. At that time, a fully developed proposal will be presented that:

- 1.) Reflects collaboration of foundations and First 5 state and county commissions.
- 2.) Identifies needs; programs to meet those needs; new strategies to address unmet needs to achieve universal health coverage; and the roles, responsibilities, and resource contributions of each partner.

- **Preschool for All Advocacy Strategy**

The Commission heard a presentation on a proposed advocacy plan for Preschool for All. The proposed purpose of the plan is multi-faceted and assumes that partners' participation (especially the Packard Foundation grantees). The plan's broad goal includes persuading parents that all children can benefit from attending quality preschool, and ultimately, ensuring that preschool becomes part of the public education system. The plan is built on accomplishing six strategic goals:

- 1) Build awareness for the importance and benefits of preschool.
- 2) Build support for Preschool for All.
- 3) Build demand for Preschool for All.
- 4) Change social norms relating to preschool, enabling universal usage.
- 5) Communicate to K-12 education reformers that preschool is an asset, not a liability to their efforts.
- 6) Successfully communicate with the child care community that Preschool for All is beneficial to their interests.

Key research findings were presented from other states that have implemented universal preschool programs. Three routes to universal preschool have been prevalent in other states: (1) an active governor as a leader for universal preschool, (2) the ballot initiative process, and (3) by court order. Additional information and lessons learned were also shared.

Numerous target audiences were identified, including parents, teachers, child care and preschool providers, health professionals, opinion leaders, law enforcement, and the business community. Messages and outreach organized around the six recommended strategic goals were discussed.

A lengthy discussion of the Commissioners then took place, followed by public comment on the proposed advocacy plan. The Commission acknowledged the many challenges universal preschool presents – for example, the incremental nature of implementation, coordination with partners, the need for parental and others involvement, and keeping the information about projected outcomes relevant to young children (i.e., short term focus, as opposed to showing results that have also been proven, such as fewer teen pregnancies and reduced juvenile crime).

Next steps will be discussed at future Commission meeting.

- **Adjournment**

Vice Chair Alice Walker Duff adjourned the meeting at 2:55 p.m.